

MAXWELL FILLS TWO REQUIREMENTS

Cars Have Extra Comforts, Besides Ability to Be Used for Business Purposes

DISPLAYS AT THE SHOW

Maxwell falls into a class adaptable for business or pleasure because of its moderate cost and its simple, sturdy construction. It has all the requirements of the business car plus extra comforts demanded for pleasure. For the last six years this manufacturer has been developing a light car on a single chassis. They enter 1920 with a newer and better chassis, they announce, and that more nearly approaches their ideal. It is a different chassis from the original of six years ago.

It is improved in those factors that count for comfort, convenience, easy driving, protection from weather, economy of operation. Being one of the large producers of cars, they talk economy of production by such methods. A roadster, five-passenger touring car, three-passenger coupe and roomy sedan are built on the one chassis, with a 100-inch wheel base. The roadster is a jaunty car, well centered between the axles. The seat is not offset, but extends full width. The body is built in their own shops.

SHOWS FEW CHANGES

Standard Eight Exhibits Improvements, but No Departures

The Standard Eight enters its seventh year with no radical change of chassis or body, although in both elements many variations appear. The production rights of the successful Herschell-Spillman engine are now vested in the Standard Steel Co., and this engine is made in one of the company's subsidiary works near Pittsburgh.

The essentials of the car—frames, springs, axles and other fundamental parts—are now made in the Standard factories and eventually the entire car will be produced in the works of this company. The engine is the same type as used in previous models, a design thoroughly proved under the most trying conditions and steadily developed during the last six years.



ELMER APPERSON
President of the Apperson Bros. Automobile Co., Kokomo, Ind.

HARPHAM IS MANAGER OF FIRESTONE BRANCH

Former Truck Tire Manager at Akron Sent to Philadelphia to Succeed Ross Walton

The Philadelphia branch of the Firestone Tire and Rubber Co. is fortunate in its choice of a manager to succeed Mr. Ross Walton, who has been at the head of the local branch since it was established here. The new manager is Mr. R. L. Harpham, who has been promoted from truck tire manager at the factory in Akron to the headship of the Philadelphia branch.

Mr. Harpham's duties have taken him all over the eastern half of the United States in a supervisory capacity, and he is, therefore, widely known not only to the employees in the Firestone organization everywhere, but to the trade as well.

The growth of this company is evidenced by its capital stock having been multiplied by five recently and its output capacity doubled and its constant establishment of additional distributing centers both in this country and abroad.

BODIES ARE BUILT OF WHITE ASH

Recent Designs of Mitchell Machines Show Changes Largely in Closed Models

BRACINGS ARE LIGHT

The changes in the Mitchell are mainly in the bodies of closed models. The new Mitchell six closed bodies are built on frames of white ash and rock maple. There are the best and most expensive woods used in body construction.

All main joints are braced with light, strong, steel forgings. The door and corner posts are solid, one piece extending from sill to roof.

The body is entirely covered with metal from the bottom to the roof. This is an expensive construction generally found only on the highest-priced exclusive custom-built jobs.

All door and side-body windows in both the Mitchell coupe and sedan are movable and are equipped with a new type window regulator, remarkable for its silence, simplicity and ease of operation.

There is a small knob operating in a rack at one side of the window, and it is only necessary to move this knob out to raise or lower the window to the desired place.

FACTORY-BUILT MOTORS

Peerless Using Two-Power-Range Engines of Their Own Model

The Peerless Motorcar Co. manufactures passenger cars exclusively confined to a single chassis, using an eight-cylinder motor. In their models of this year there are distinctly noticeable advances in design, finish and equipment over previous models.

They again emphasize their two-power range motor built in their own factory as a result of eighteen years experience in designing and manufacturing automobile engines.

For it they claim special advantages at all speeds, with maximum gasoline economy and exceptional power, due, they maintain, to a double jet carburetor, which is conducive to the quick response of the motor to the operator's desires.



EDWARD S. JORDAN
President of the Jordan Motor Car Co.

STEADY IMPROVEMENT

Templar Car, in Fourth Year, Shows Extreme Advances

The Templar, now in its fourth year, has kept its reputation for improvement yearly, as shown by its new models for 1920. A new four-passenger sportette body type is brought out on their standard chassis, with 118-inch wheelbase, a ten-inch road clearance and a turning radius of nineteen and one-half feet. Changes noted in the chassis include the use of Stromberg carburetor instead of Zenith, and minor refinements. They use Hotchkiss drive, Berg and Beck clutch, Stewart-Warner vacuum fuel system and Bosch magneto.

The overhead valve, four-cylinder motor is of exclusive Templar design, built in Templar shops. Aluminum is used extensively, and extreme care has been exercised in the selection of just the proper alloys for every individual part of the motor.

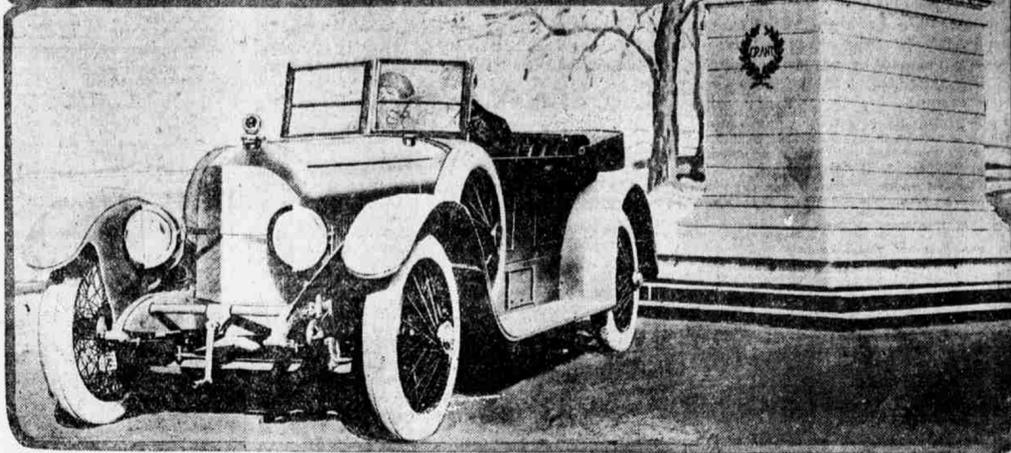
METEOR

An automobile replete with those little individual touches of luxurious refinements so splendidly pleasing.

Distinctly a car for those full able to appreciate the intimate details of mechanical perfection, built around a unique motor mechanism of highest standards.

We will exhibit at the Bellevue-Stratford during the week of the Philadelphia Automobile Show.

METEOR MOTORS, Inc.
Philadelphia, Penna.



48 of the First Fifty

Pierce-Arrow trucks have lasted 8 years and are still running. The average life of the average truck is much less. Compare costs on this basis.

Be sure the make of truck you buy has behind it years of service. If the present model differs from last year's model, it is still an experiment.

No. 49 has been used by the Standard Oil Company to distribute oils and greases in Buffalo since 1911. It makes short haul deliveries to Standard Oil stations in the city and suburbs so that its total mileage has been less than 10,000 miles a year. Its work has been so dependable and its operating and maintenance cost so small that 15 other 5-ton Pierce-Arrows were purchased for similar use in Buffalo. The company operates 276 Pierce-Arrows in various cities.

Pierce Arrow



Delivers more work in a given time.
Loses less time on the job and off the job.
Costs less to operate and less to maintain.
Lasts longer, depreciates less and commands a higher resale price at all times.

Foss-Hughes Company
21st and Market Streets, Philadelphia, Pa.
Write for Book *The First Fifty*

Safeguard Your Winter Hauling



YOU can count on the storm-battling ability of White Trucks. Deep snows may impede but cannot stall them. After the great blizzard in Philadelphia winter before last, the city's transportation facilities were practically halted—with the exception of White Trucks. This was also true in other cities.

Whenever road conditions are adverse and few wheels are turning, the sustained performance of White Trucks is always in evidence.

In White 3-3½ and 5-ton trucks with Double Reduction Gear Drive this ability to conquer severe conditions has been still further developed.

All the driving force of a motor which gets full power from every atom of fuel is applied to the wheels near the rim; *highest leverage is secured*. The gears roll in oil, dust proof. There is no sliding contact. The factor of friction is very low.

White Trucks not only do the hardest work. They do it for the least money.

THE WHITE COMPANY, Cleveland

Philadelphia: 112-114-116 North Broad Street
Wilmington, Del.: 211 French Street

WHITE TRUCKS